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ABSTRACT

Information for starting a career exploration service is presented, based on the experience of the University of Cincinnati Alumni Association Career Resource Center (CRC). The CRC is designed to assist students, alumni, and community members in making more appropriate and meaningful choices about education beyond the high school level. Meetings are arranged between professionals and persons interested in a particular profession to discuss the prerequisites for an occupation, as well as the expectations and demands of the job itself. The CRC does not provide any testing or in-depth counseling, nor is it a job placement agency. The specific method of operation of the center, suggestions based on the center's experience, and problems that have been encountered are considered. The volunteer alumni career advisers are encouraged to invite the advisee to their place of employment, and in some cases, more than one interview is scheduled. The project coordinator maintains the responsibility for matching the expertise of the alumni advisers with the needs of persons seeking the center's services. The coordinator has trained the CRC graduate assistant to staff the mobile unit and to assist in the office in providing the advising services. Forms used by the CRC and promotional material, including the center's quarterly newsletter, "Adviser Update," are appended. (SW)

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ED203781

# A HANDBOOK FOR STARTING A CAREER EXPLORATION SERVICE

COMPILED BY
UNIVERSITY OF CINCINNATI
ALUMNI ASSOCIATION
CAREER RESOURCE CENTER

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
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# STARTING A CAREER RESOURCE CENTER

## DESCRIPTION OF THE CAREER RESOURCE CENTER

The Career Resource Center developed as a response to the needs of UC students for first-hand career information. The basic premise of the CRC is that the best person to provide career information is the professional working in that career. The purpose of the CRC, therefore, is to provide a system for people to use when seeking advice and information about a particular career. Over 600 alumni and friends of UC working in the Cincinnati area stand ready to share their career experiences and expertise with CRC advisees.

The service is now available, free, to any student, alumnus, or community member who is interested in career exploration. The service is most effective for the person whose career directions are fairly well established. The Career Resource Center does not provide any testing or in-depth counseling, nor is it a job placement agency. People with these needs are referred to other campus services.

The Career Resource Center is staffed with a director, a coordinator, a secretary, one full-time graduate assistant, and two part-time graduate assistants. Offices are located in the Alumni House. In addition, duplicate files are kept in a mobile unit - a remodeled 26-foot GMC van - which makes the CRC program available to branch campuses and high schools in the area.

In both the Alumni House office and the mobile unit, a small reference library of career information is available. Please see the suggested bibliography for listings.

Funds for the staff and operating materials were provided by the Kellogg Foundation of Battle Creek, Michigan, for the three year start-up pilot phase.

## CAREER RESOURCE CENTER METHOD OF OPERATION

(Please note: underlining indicates that the form is available in the Appendix.)

1. A person in need of career advice comes to the Career Resource Center office, either by calling for an appointment first, or as a walk-in. The new advisee meets with a CRC counselor who explains how the CRC program operates and discusses in general the advisee's career interests.

2. The advisee fills out a brief resume form, the Advisee Data Sheet.

3. The advisee selects an occupation or several related ones from the CRC Adviser Occupations List, a list of the categories of occupations in which there are CRC volunteer advisers.

4. The CRC counselor and the advisee discuss the advisers available in that particular occupation file and select one or two whose specialties are of interest to the advisee.

5. The advisee is given a folder of information containing:
   - an abridged version of the Adviser Data Sheet which lists the name, business address and phone number, and a summary of data about the adviser.
   - an assigned date on which to call the adviser to schedule an interview.
   - an Evaluation Form for the advisee to fill out after the interview evaluating the helpfulness of the adviser and the CRC program.
   - a postage paid return envelope.
   - a brochure explaining the other counseling services available on campus.

6. A copy of the advisee's data sheet is sent to the adviser along with a form letter stating the date on which the advisee will call to schedule an interview. The adviser also receives an Evaluation Form to be completed about the advisee and the CRC program, and a return envelope.

7. It is the responsibility of the advisee to follow through and contact the adviser.

8. A copy of the evaluation of the advisee by the adviser is sent to the advisee.

GETTING STARTED: SOME SUGGESTIONS BASED ON THE CAREER RESOURCE CENTER EXPERIENCE

1. Draw up a proposal for your program stating the purpose, method of operation, and the specific limitations and dimensions of your program.

2. Meet with any groups on your campus whose aid and good offices you might conceivably need. Ask for input and suggestions. Form an advisory council of representatives of these people. Keep them informed of your progress.

3. Design a mailing to be sent to all alumni. It should be an attractive sales pitch aimed at the professional and based on the needs of the people you hope to serve. Make it clear to the alumni that by occasionally donating a small part of their time (at their place of employment if possible), they will be providing students and others with a very valuable service. Enclose a data sheet for each adviser to fill out and a return envelope.

4. Spell out clearly to the potential adviser what his or her role will be, the amount of time it will take, and the feedback method you plan to use.

5. Depending on the alumni response, set up files of advisers to use in referring advisees. (See List of Occupations.)

6. Advertise the program to the population you intend to serve. The publicity depends on the nature of the target population. In the case of the Career Resource Center, a general media campaign aimed at the community at large (as well as radio spots on the campus radio station) has been coupled with specific presentations to UC students. Campus advertising includes: Freshman Orientation, the UC Student Handbook, special events such as Career Week, discussion sessions in classrooms and residence halls, etc. Brochures and fliers explaining the program are handed out during these events. CRC also runs ads in various publications and has a slide show which illustrates the program.

7. Feedback: As with any volunteer-based program, it is vital to provide feedback about the program to its volunteers. We send a newsletter to all advisers each quarter. The newsletter features profiles of advisers, photos, and stories covering any CRC activity (such as Career Week), reports of various Advisory Council meetings, and general CRC news. Advisers are encouraged to send in suggestions about CRC operations and share their ideas about the program and the adviser's role in it. The newsletter has helped to provide a channel of communication for the advisers.

## PROBLEMS

1. The biggest headache is the advisee who fails to contact his or her adviser to schedule an interview. We are working on some kind of reminder system. It is frustrating to the adviser to be expecting a call and not receive it. (Major offenders tend to be the high school students.)

2. Adviser files must be kept current. Advisers move, change jobs, or get promoted. It is frustrating to the advisee to be unable to reach his or her adviser.

3. Keeping track of records can become a chore as files grow. Our filing system is as follows:

- Each adviser's data sheet and packet of information is filed by occupation category. For example, and adviser whose occupation is art therapy is filed under art and cross-filed under counseling. This makes the adviser's information readily available to an advisee interested in either field.
- Each adviser's name is also filed alphabetically with home address, phone number, and occupation category. This file is for office use.
- Advisees' data sheets and copies of correspondence are filed alphabetically. Frequently, an advisee will return to use the service again and can use the same data sheet.

4. Analysis of data is a necessary chore which we do annually to plan for future growth. We maintain a daily tabulation of the advisees who use the service (see Daily Record of Advisees.) Periodically the information is compiled to indicate the demography of the advisees.

## SUGGESTED REFERENCE BOOKS


Dictionary of Occupational Titles, by U.S. Employment Service
U.S.G.P.O. 3rd ed., 1965. 2 vol.

The Encyclopedia of Careers and Vocational Guidance
Ferguson Publishing Company, 1972.

The Guide to Career Education, by Muriel Lederer
Quadrangle, 1974.

Helping Others: A Guide to Selected Social Service Agencies and Occupations,
by Norma Haines
John Day, 1974.

Occupational Outlook Handbook (updated annually)
U.S. Department of Labor, Bureau of Labor Statistics

Catalyst Series
14 East 60th Street, New York, New York 10022

CAREER RESOURCE CENTER FORMS

UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION

CAREER RESOURCE CENTER

#
Date:

ADVISEE PERSONAL DATA SHEET/REGISTRATION FORM

Last Name | First Name | Middle | Age

Permanent Home Address: Street | City | State | Zip | Phone

School Address: Street | City | State | Zip | Phone

Name and location of High School/College/Training programs from which you received a degree or certificate. Use last line for current academic program.

| School | Major/Field | Degree | Year of Graduation |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

List your work experience. Please include volunteer activities.

| Employer | Full | Part | From | To | Job Description |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |

Please specify your particular area of interest within a given field:

Specific questions you would like to ask your adviser:

## HINTS TO ADVISEES

You will find it helpful to do some advance preparation before you go for the interview with your adviser. Do some background study about the particular occupation in which you are interested. You can get some of this information by going to the library and looking in occupational reference books such as The Occupational Outlook Handbook, Encyclopedia of Careers, etc. Ask your librarian for other sources of occupational information. The UC careers library is located in Old Chemistry. After you have researched your occupation of interest, you will be better prepared for your interview if you write down some questions you want to ask the adviser. We suggest taking these questions along with you to the interview. Not only will you feel better prepared for the interview, but it will help focus the discussion and lead to additional questions as the interview progresses. To help you get started on your own list, here are some questions that you may want to include:

1. What are the duties and responsibilities of your career?
2. What is your educational background? Was it helpful in terms of preparation for your career? Why or why not?
3. How did you get started in your career?
4. How could I prepare myself for a career like yours?
5. What are some entry level jobs in your occupation?
6. What are the advantages of your career? Disadvantages?
7. What do you like about your career? Dislike?
8. What demand do you see for your occupation in the future?
9. Are there opportunities for promotion and advancement in your occupation? What are they?
10. What qualifications does one need to enter your occupation? Educational qualifications? Personal qualifications?
11. What is the starting salary? How much can I expect to make at the peak of the career?
12. What are the typical benefits I can expect if I choose to enter your occupation?

University of Cincinnati
Alumni Association

Date _____

Dear Adviser:

Your Career Resource Center advisee, _____ ,
will call to schedule an interview on _____ .

The enclosed advisee registration form will provide background information on the advisee.

Also enclosed is an evaluation form for you to complete and return after the interview. A copy of this evaluation will be forwarded to the advisee.

The information and guidance you provide will help your advisee to make informed career decisions.

Thank you for your cooperation and participation in the Career Resource Center.

Sincerely,

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

## UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION CAREER RESOURCE CENTER

## ADVISEE EVALUATION OF CAREER ADVISER

Advisee: Career Adviser: #_____

Name _____ Name _____ Date_____

Occupation _____

---

Please circle the letter next to the answer which best describes your experience with this adviser. Use the postage-paid envelope provided and return as soon as possible. PLEASE COMPLETE BOTH SIDES.

1. It was easy to talk with the Career Adviser.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

2. My questions regarding his/her particular area of speciality were adequately answered.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

3. The information I received was hard to put to use.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

4. The adviser gave additional help by offering referrals or suggestions of alternatives during the course of the interview.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

5. The length of the session was adequate to meet your needs.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

Please explain d. or e. _____

_____

(Over, please)

Please circle the letter next to the answer which best describes your experience with this adviser. Use the postage-paid envelope provided and return as soon as possible.

6. I was expected to know more about his/her field than I anticipated.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

7. Career advising was of assistance in helping me in my career planning.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

8. There were too few advisers in the particular occupation in which I am interested.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

   _____

9. I was not adequately counseled by the CRC staff to get the most from the interview.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

   _____

10. I could have been better matched with another career adviser.
    a. Strongly agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly disagree

    Please explain a. or b. _____

    _____

11. How long was the interview? (Indicate in hours.) _____

ADVISEE NUMBER

ADVISEE NAME AND ADDRESS

AGE

PHONE NUMBER

AFFILIATION

REPEAT

RACE

SEX

ADVISER NUMBER

ADVISER'S NAME

DATE

1-SCHOOL COUNSELOR

2-ON-CAMPUS REF'L

3-OFF-CAMPUS REF'L

4-ALUMNI LETTER

5-GENERAL MEDIA

6-PSA's

7-WORD OF MOUTH

8-CAMPUS PRESENT'N

9-PRINTED MATTER

0-OTHER

DATE TO CALL

INTEREST AREA

EVAL. OF ADVISER

EVAL. OF ADVISEE

## LIST OF CRC ADVISER OCCUPATIONS

ADVERTISING
AGRICULTURE
ARCHITECTURE
ART/ART RELATED
AUDIOLOGY/SPEECH/HEARING
BANKING
BUSINESS, small
CERTIFIED PUBLIC ACCOUNTANT
CHEMIST
CHILD CARE TECHNOLOGY
CLERICAL/SECRETARIAL
COLLEGE ADMINISTRATION
COMMUNICATIONS: VOICE/DATA
COMPUTER SYSTEMS ANALYST
CONTRACTING AND DEVELOPING
CONSTRUCTION: COMMERCIAL/RESIDENTIAL
DENTAL HYGIENIST
DENTAL (MEDICAL)
DEVELOPMENTAL LANGUAGE EDUCATION
DIETITIAN/NUTRITION
EDUCATION: ELEMENTARY
HIGH SCHOOL
COLLEGE
SPECIAL
SUPERVISORY POSITIONS
ENGINEERING
ENERGY MANAGEMENT
ENVIRONMENTAL HEALTH/SAFETY
FASHION DESIGN
FINANCE
FOOD PROCESSING
GOVERNMENT
GRAPHIC DESIGN
GUIDANCE/COUNSELING
HIGH SCHOOL PRINCIPAL
HORTICULTURE
HOSPITAL ADMINISTRATION
INDUSTRIAL CONSULTANT
INDUSTRY
INDUSTRY - PRESIDENTS/VICE PRESIDENTS
INSURANCE
INTERIOR DESIGN
LABORATORY TECHNOLOGY
LEGAL (LAWYERS, JUDGES)
LEGAL ASSISTANT (PARALEGAL)
LIBRARIAN
MANAGEMENT: COST/ANALYST
MANAGEMENT CONSULTING
MANUFACTURING
MARKETING
MARKETING RESEARCH
MEDICAL, ALLIED FIELDS
MEDICAL TECHNOLOGY
MORTICIAN
MUSIC/MUSIC EDUCATION
NATIONAL WEATHER SERVICE
NEWSWRITING (REPORTER)
NUCLEAR MEDICINE
NURSING
PERSONNEL
PHARMACY
PHOTO/GRAPHICS
PHYSICAL THERAPY
PHYSICIAN
POLICE WORK
PSYCHOLOGIST
PUBLIC RELATIONS
PUBLIC WORKS (CITY OF CINCINNATI)
PUBLISHING
PURCHASING
REAL ESTATE (APPRAISER)
RECREATION
RELIGIOUS PROFESSIONS
RESTAURANT MANAGEMENT
RETAILING (BUYER)
SALES
SOCIAL SERVICE
STOCK BROKER
TAX
TECHNICIAN
TELEVISION/RADIO
TOXICOLOGY
TRAFFIC MANAGER
TRAVEL
TYPESETTING
VETERINARIAN

UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION
CAREER RESOURCE CENTER

ALUMNI ADVISER DATA SHEET

PLEASE COMPLETE BOTH PAGES OF THE DATA SHEET. PLEASE PRINT (USING A BLACK PEN) OR TYPE YOUR ANSWERS AND RETURN THE DATA SHEET IN THE POSTAGE-PAID ENVELOPE.

## PERSONAL INFORMATION

Last Name _____ First _____ Middle _____ Date _____

Street _____ City _____ State _____ Zip _____ ( ) Phone _____

Sex: Male Female Race: Black Oriental White Other Birth Date _____

## OCCUPATIONAL INFORMATION

Employer _____ ( ) Phone _____

Type of Business _____ Title or Position _____

Street _____ City _____ State _____ Zip _____

Please refer to the attached List of CRC Adviser Occupations and indicate your occupation category. Please list cross-references if applicable.

Category _____ Cross Reference #1 _____ Cross Reference #2 _____

To schedule interview, contact: Myself Secretary Other _____

Please send correspondence to: Home Address Office

## EDUCATIONAL INFORMATION

List degrees and/or technical training received and work in progress or incomplete.

| | DEGREE | YEAR | UNIVERSITY | COLLEGE/BRANCH | MAJOR |
|---|---|---|---|---|---|
| FIRST DEGREE: | | | | | |
| SECOND DEGREE: | | | | | |
| THIRD DEGREE: | | | | | |
| OTHER TRAINING: | | | | | |
| WORK IN PROGRESS: | | | | | |

I would be willing to advise:

_____ anyone in need of advice
_____ students only
_____ alumni only

Besides being a CRC adviser, I am willing to:

_____ serve on the CRC Advisory Council
_____ help recruit other advisers
_____ help promote the CRC program

---

If you would like a letter of explanation about your participation in CRC and a general explanation of the program sent to your supervisor or anyone else in your company, please give us the name and address:

_____ _____
Name Position

_____
Address City State Zip

---

Please describe what your job involves. This information is necessary to help us make an appropriate referral.

---

Briefly list other significant positions held that you feel may qualify you to advise individuals in professions other than your present one:

UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION

CAREER RESOURCE CENTER

---

CAREER ADVISER PERSONAL DATA

---

NAME _____
Last First Middle

NAME OF FIRM/ORGANIZATION _____

BUSINESS ADDRESS _____
Street

CITY _____ STATE _____ ZIP _____

TYPE OF BUSINESS (DIVISION) _____

TITLE OR POSITION _____

PERSON TO CONTACT FOR SCHEDULING OF INTERVIEW _____

BUSINESS PHONE NUMBER _____

---

Important information concerning Company/Division/Position that you should be made aware of before your career exploration session:

## UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION CAREER RESOURCE CENTER

## CAREER ADVISER EVALUATION OF ADVISEE

Career Adviser: Advisee: #_____

Name _____ Name _____ Date_____

==========

Please circle the letter next to the answer which best describes your experience with this advisee. Use the postage-paid envelope provided and return as soon as possible. PLEASE COMPLETE BOTH SIDES.

1. The advisee was adequately prepared to ask questions.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

2. The advisee tried to use this session to get a job, instead of using it for career exploration.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

3. The advisee's attitude was appropriate for this type of session.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain d. or e. _____

4. The advisee's appearance (including dress) was appropriate for this type of session.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain d. or e. _____

5. The length of the session was adequate for the discussion of the subject matter.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain d. or e. _____



(Over, please)

Please circle the answer that best describes your experience with this advisee. Use the postage-paid envelope provided and return as soon as possible.

6. The advisee expected too much from this type of session.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

7. This session was not as enjoyable and productive as past sessions with other advisees.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

8. I would have liked more information about this advisee before the session.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

9. This advisee should have been better informed about my occupation before the session took place.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

10. This advisee could have been better matched with another career adviser in another field.
   a. Strongly agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly disagree

   Please explain a. or b. _____

11. How long was the interview? (Indicate in hours.) _____

COMMENTS: _____

_____

_____

CAREER RESOURCE CENTER PROMOTIONAL MATERIAL

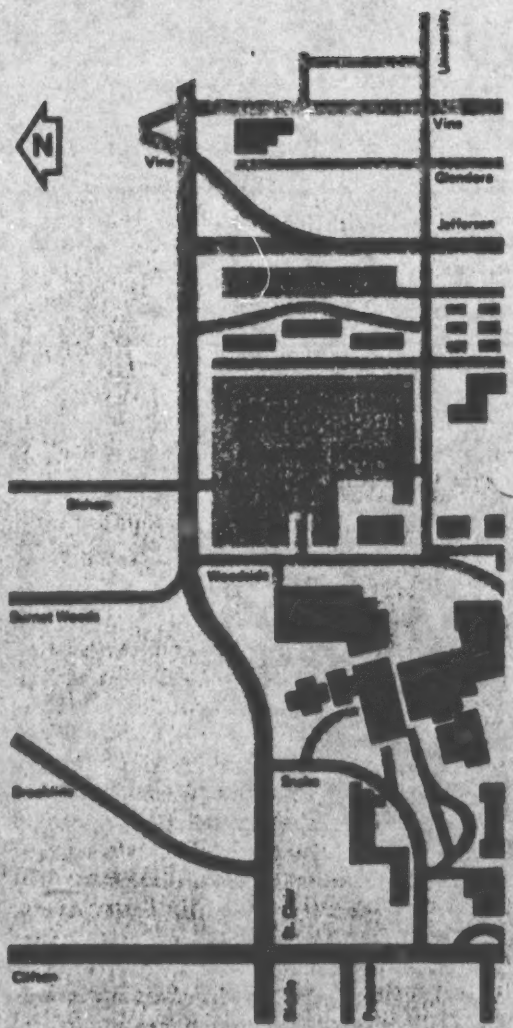
# Searching for a career?

## Career Resource Center
## 475-4342

- Free career exploration service
- Open to students, alumni, and the general public
- Sponsored by the University of Cincinnati Alumni Association
- Located in the Alumni House (next to the Fieldhouse parking lot)
- Open 8 to 5 Monday through Friday

**The Career Resource center is:**

- People to help you investigate career options.
- 650 volunteer advisers employed in over 85 professions—from advertising to zoology—who will answer your questions about specific careers.
- Interview sessions with the alumni advisers at their job location.
- Firsthand information about the daily demands, advancement potential, required background, and income level in that particular career.




University of Cincinnati Alumni Association
Career Resource Center
Alumni House
Cincinnati, Ohio 45221
(513) 475-4342

The W.K. Kellogg Foundation of Battle Creek, Michigan provided the funding for this pamphlet.

# Career Resource Center

University of Cincinnati
Alumni Association

## Making the right career move?

Career choices and career changes pose special problems for people today. Selecting the right job isn't easy. It takes time, thought, and a great deal of patience. But the extra effort does pay off. Choosing the right career can mean the difference between a happy productive life and one that lacks pride and purpose.

## People can help.

The University of Cincinnati Alumni Association Career Resource Center was organized to match people interested in a certain occupation with professionals in that field. The Alumni Association saw a chance to involve Cincinnati area alumni in a worthwhile project helping others solve their career problems while introducing an important new approach to career advising to the community.

## Call us: 475-4342.

So, if you need advice about your career, get in touch with the Career Resource Center. We're on the U.C. campus and we're here to help.

Alumni House

**What is the Career Resource Center?** The Career Resource Center (CRC) is a free service set up to help students, alumni, and friends of U.C. investigate a variety of careers. Advisees are matched with professionals in the adviser's field of interest, so you get first-hand information about possible career choices.

**Will the CRC find me a job?** No. Job placement is not function of the CRC service.

**Where is the CRC? And how can I use it?** The CRC is located on the second floor of the Alumni House, next to the Fieldhouse Parking Lot and Faculty Center. (See map on back of brochure.) It's open 8 a.m. to 5 p.m. daily. You can register for the service either at the Alumni House or in the CRC Mobile Unit. Advisees are expected to:

- Fill out a data sheet which provides resume information for the career adviser.
- Take responsibility for contacting career advisers to schedule advising sessions.
- Arrive on time and dress appropriately for the sessions.
- Complete and return an evaluation of the adviser and the program to the CRC office.

**What is the CRC Mobile Unit?** The mobile unit is a remodeled 26-foot GMC motor home. It contains a well-furnished office and a library of job-oriented books and brochures. The mobile unit can be seen on the U.C. main campus, at the branch campuses, and around the city at various high schools, colleges, and social agencies. The mobile unit is staffed by graduate assistants and offers the same service as the CRC office.

**What is a career adviser?** A career adviser is an employed person who volunteers to talk to others about his or her occupation. Alumni of U.C. make up the majority of advisers, but when no alumni are available to represent an occupation, friends of U.C. are encouraged to participate. Over 600 alumni and friends in over 75 professions have volunteered their time for this program. Advisers' qualifications are assessed by the CRC staff.

**When and where is career advising conducted? And how much time is involved?**

Generally, sessions are held at the adviser's place of employment so the advisee can draw from the adviser's knowledge and experience and also get a sense of the particular work environment. The time-setting of advising sessions may be subject to the availability and constraints of the adviser's job situation. The time spent in the advising sessions varies greatly, but the average is one to two hours.

**Who sponsors the CRC? And how is it financed?**

The U.C. Alumni Association sponsors the CRC as an alumni involvement project. It was initiated and financed by a contribution from a local trust fund. The concept was instituted by members of the Alumni Association who were concerned about the career development needs of the student body and members of the community. The W.K. Kellogg Foundation of Battle Creek, Michigan, became interested in the idea and granted an additional $190,650 for a three-year period ending August 31, 1979. Since that time the U.C. Alumni Association has funded the service on an ongoing basis, as another example of its commitment to the University and the community.

The University of Cincinnati Alumni Association
Career Resource Center
# Adviser Update
vol. 4 no. 3 April 1981

## *Adviser Profile:* William Patterson

"I spend a lot of time talking with people about careers. Career management is probably one of the biggest things that I am interested in for an individual. I like to do it on a one-to-one basis. I have found that people have difficulty meshing careers with their own personal lives. They procrastinate making career decisions," says William Patterson, personnel manager/consultant for Procter & Gamble. Patterson enjoys helping individuals make troublesome career decisions and his assistance is available not only to the Career Resource Center advisees, but also to the employees of the research and development building on Centerhill Road where he works.

From his sixteen years of experience with Procter & Gamble, Patterson has found that most people spend about twelve years doing a job (from about age eighteen to thirty), and then realize that they had better take on a career mentality rather than a job mentality. For many individuals that is twelve years of wasted time. Patterson tries to shorten that time period so that people realize before age thirty that it is a career they are after.

Patterson explained that people usually end up in a job mode for a while because what they consider as their career decisions in college are usually decisions that are based on some very limited experiences and some very limited exposure. In many cases these decisions are based, not on individual preferences, but on more of a snap judgment. "And in many cases," according to Patterson, "these decisions are not made in relation to the things that the people really enjoy doing." Many individuals enter college because of family pressure and are forced into fields of study. Other individuals enter a liberal arts program for a few years, find a course that really strikes their fancy, and then move out from that course. If they are lucky, says Patterson, they will find summer jobs that support that interest.

In addition to the "age thirty crisis point," Patterson states that age forty-five is another crisis

point—a person has moved into a career and then suddenly realizes that the goal he or she was planning to achieve is out of reach. That person may have to consider a mid-life career switch. Patterson helps these individuals consider their options.

Most of the people Patterson has seen from the Center are in the age group of twenty-eight to thirty-three or thirty-four. Most of them have gone through some kind of life crisis, which he defines as a change that has altered their life pattern. Some examples are a relocation from one area to another, a drastic change in career, a change in family status, or a change in marital status.

Patterson's other responsibilities as a personnel generalist include organizational development duties, third-party consultation, plans and policy administration, safety, industrial hygiene, office space control, and training. The one responsibility that takes up a great deal of his time is policy and benefit interpretation. What Patterson enjoys most about his position is that it combines personnel and organizational development. The difficulties and the challenges arise when the two roles do not mesh, particularly when Patterson is called upon to be a personnel manager and a consultant at the same time.

He describes his training responsibility as the total concept of organizational development. A manager may be in the beginning stages of organizing his or her department and will come to Patterson for advice on the best approach to take. He might then recommend different management seminars or

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training programs that can facilitate managers' abilities to change their organizations.

Patterson has taught seminars on such subjects as managing stress, managing cultural differences, and time management. For new employees he has a "joining up" program that provides them with clues on what to expect from their new work environment and what the management expects of them. The salary system, how it works, and the impact of individuals on the system are discussed. Also treated are the different functions of the organization. His training is very much tailored to the needs of the organization and its employees.

Most of the advisees who visit Patterson are interested in personnel from the standpoint of the personnel generalist, but he is careful to explain that the field of personnel work consists of two major areas—the generalist and the specialist. "A generalist knows a little about a lot of things," he says. "He or she is normally the diagnostician. A specialist knows a lot about one thing, and comes in to fix whatever the generalist has diagnosed as the problem." One misconception about the field is that people will typically look at personnel as the function that hires and fires people. "I think that many people are not aware of how broad the field is, what the options are in personnel."

Patterson feels that it is important for the advisee to realize that there are many frustrations in the personnel field. It is not the glamour role that many individuals perceive it to be. The most popular area of interest is organizational development, followed closely by the employee relations field. The least popular aspects of personnel are safety, industrial hygiene, and training. Whatever the advisee's area of interest, Patterson attempts to make him or her aware that the rewards are usually slim, and the frustrations many. "You do a lot of good things for a lot of people, but you don't get credit for it all the time," he says.

Patterson recommends that the person who has an interest in entering the field of personnel have a high tolerance for ambiguity. The individual in the personnel role is constantly split between allegiance to the person he or she is dealing with and allegiance to the organization. He informs the advisee, "If you aren't able to make some of those decisions that get to be pretty hard, then personnel is the wrong place for you."

Patterson is an enthusiastic and active adviser. In fact, he will be a participant in CRC's second Minority Resource Day.



## Adviser retires

Paul Silverglade, who has been an adviser with the Career Resource Center since its inception, retired from his position as corporate office personnel director of Federated Department Stores in February, 1981. The Center thanks Silverglade for his participation in the service and for his continuing volunteer effort.

Advisees have termed him an excellent, stimulating adviser. "He is a man of insight and intelligence," said one.

Silverglade will continue his volunteer work as a board member and vice-president of the Cincinnati Association for the Blind. He is a volunteer reader for Radio Reading Services and is chairman of the corporate volunteer relations committee of the Community Chest's Management Assistant Program, which brings in experts from local corporations as consultants to nonprofit agencies of the Chest in such areas as accounting, personnel, and advertising.

Silverglade spent his entire career at Federated. In 1948 he started as an accounting clerk. He has since worked in internal audit, area research, the Fedway Division (as the president's assistant), executive search, and in human resources as personnel director.

The Center wishes Silverglade an active and enjoyable retirement.

## Special thanks to advisers

Special thanks go to the advisers who have taken the time to speak with students from area high schools. These young people have not yet clearly defined their career goals and may be exploring fields not clearly related to their field of interest, but

they are nonetheless searching and considering the information they receive.

These students, before visiting the mobile unit to select an adviser, have taken aptitude and interest tests. They have also talked with their high school counselors. On the basis of this preparation, the student makes his or her selection.

More than 155 high school students have taken referrals. Thank you for your time and patience.

## Goings chairs MRD

Jan Goings, a University of Cincinnati sophomore, will be chairperson of this year's second annual Minority Resource Day, which will be held in conjunction with the University's Black Arts Festival. Goings will assist Tess Iacono, CRC Project Coordinator, with the preparation and presentation of the event.

Goings is active in the Minority Scholar Program, Alpha Kappa Alpha sorority, the U.C. Black Caucus, and the United Christian Church. She is the chairperson of the Alliance of Black Greek Letter Organizations, director of a therapeutic recreation program for the physically handicapped at the Cincinnati Recreation Commission, as well as a Kids on the Block puppeteer.

This year MRD will be funded by the University of Cincinnati Alumni Association. The initial MRD was funded by the W.K. Kellogg Foundation of Battle Creek, Michigan. Objectives of this year's program are consonant with last year's. The Career Resource Center hopes to see Minority Resource Day provide minority students, alumni, and community members with the opportunity to talk with minority professionals. Another goal is to increase participation of minority advisers and advisees in the CRC service.

Goings and Iacono will put forth a special effort to see that this year's program is just as successful as last year's. Minority Resource Day is scheduled for Wednesday, May 6, from 10 a.m. to 4 p.m. Minority advisers who wish to participate or who would like to recommend advisers should call the Career Resource Center.

## New orientation program

An orientation program for new advisers has been organized by Tess Iacono, Career Resource Center Project Coordinator. Iacono says the program is designed to acquaint new advisers with CRC's objectives and procedures. The first orientation session was held on March 26.

Those in attendance were shown the CRC slide presentation, which explains the procedures that advisees follow in using the CRC service. Iacono also discussed the details of processing the paperwork and introduced the staff. Another purpose of the program is to portray the Career Resource Center as the dynamic, efficient service it is. The program also provides opportunities to resolve any questions or misconceptions new advisers may have.

Any adviser who wishes to attend an orientation program should contact the Career Resource Center. Programs will be presented periodically as new advisers are initiated into the system.

## Advisory committee meets

The Career Resource Center Advisory Committee assembled for a luncheon meeting on Wednesday, January 14, 1981. In addition to the Career Resource Center and Alumni Affairs staff, both new and seasoned advisers attended.

After lunch, the CRC slide program illustrating the purpose and procedures of the service, was shown. Tess Iacono commented on the events of last year for the CRC and solicited suggestions for improvements.

The frequency of advisory committee luncheons was discussed. The possibility of conducting an orientation session for new advisers was also discussed and has been implemented (see "New

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orientation program" above). Another suggestion was to give the names of experienced advisers to new advisers so that the experienced adviser can answer any questions or share information about his or her experience as a CRC adviser.

Anyone wishing to make suggestions to improve the CRC service can contact Tess Iacono by writing or calling 475-4342.

## Short subjects

- Please notify the Center of changes of address or place of employment.
- If you wish to see copies of your advisees' evaluations, write the Career Resource Center, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221, or call 475-4342.
- Remember, we have an ongoing need for new advisers who hold two-year degrees, four-year degrees, or graduate degrees in a variety of fields. Recommendations can be mailed or called in. We are glad to send adviser recommendation cards. Areas with special needs are travel, solar energy, fashion design, and physical therapy.
- The mobile unit continues to make the rounds of area schools, colleges, and social agencies. It also continues to be available on campus.
- Tess Iacono attended the Community Leader Ascertainment meeting on March 25 at the WCET television station. Iacono spoke about the Center and shared her views on community problems. The group was composed of radio and television representative who plan to use the information to affect programming.

**Adviser Update**

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Photographer — Pat Dorsey

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UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION

CAREER RESOURCE CENTER

## Development of Program

The Alumni Association Career Resource Center was developed on a $50,000 grant from a local trust. After the project was in operation, the W.K. Kellogg Foundation, of Battle Creek, Michigan granted an additional $190,650 over a three-year period ending August 31, 1979.

The University of Cincinnati Alumni Association has made a commitment to underwriting the continuation of the CRC since then.

The CRC operates with a coordinator, three twenty-hour/week graduate assistants and a full-time secretary.

## Objectives of Program

The primary objectives of the CRC focus on assisting students, alumni and community members in making more appropriate and meaningful choices about education beyond the high school level. Working on the premise that few know more about a specific job than the person who performs that job daily, the CRC arranges meetings between a professional in a given field and persons interested in gaining employment in that field. During such meetings, the professional and advisee discuss the preparatory aspects necessary to enter the occupation, as well as the expectations and demands of the job itself. In this respect, the CRC offers a unique service opportunity to its patrons by introducing them to professionals who possess inside information about the careers in which they demonstrate interest.

The objectives established by the University of Cincinnati Career Resource Center are to: (1) utilize alumni as volunteers in providing a framework for volunteer services from alumni to those seeking information about careers, (2) aid individuals in making more viable choices concerning education beyond high school, (3) increase individual career options and help identify alternatives, (4) assist individuals in coping with career changes, (5) dispel misconceptions about the work-a-day world and acquaint individuals with the realities of various occupations, and (6) provide a nexus between the corporate and campus communities.

## Description of Program

During the past four years, the basic format of the program has remained unchanged. The volunteer alumni career adviser is notified by mail that an advisee from the CRC

will be telephoning for an appointment. Dates, locations and durations of all interviews are left to the judgment of the individual advisers; however, each adviser is encouraged to invite the advisee to his/her place of employment so the occupational environment might be observed. In some cases, more than one interview is scheduled upon the mutual agreement of the adviser and the advisee. From the time of the initial contact with the CRC, the fact that the Center is not a job placement bureau is stressed, and similarly, advisees are informed that the volunteer advisers are under no personal obligation to them.

The Project Coordinator maintains the responsibility for matching the expertise of the alumni advisers with the needs of persons seeking the CRC's services. The Project Coordinator has trained the CRC graduate assistants to staff the mobile unit and to assist in the office in providing the advising services.

When an advisee requires more extensive or specialized counseling before being matched with a CRC volunteer adviser, the CRC staff refers such individuals to an appropriate on-campus facility or a community based agency. These individuals are encouraged to return to the CRC once their counseling is completed.

## Audience

The University of Cincinnati Alumni Association CRC offers its services to students, alumni and the general public; including high schools, social service agencies and other related educational or social organizations.

Visits to high schools, U.C. branch colleges and neighboring colleges and universities are accomplished by means of the CRC mobile unit. The CRC mobile unit is a 27-foot van which is a CRC on wheels.

## CRC as a Class Related Learning Experience

As a class assignment, students in Professional Development classes use the services of the CRC. For course credit, students are required to write a report after interviewing two professionals in their chosen fields of career exploration.

## CRC Is Grand Award Winner

The CRC has been recognized by the Council for the Advancement and Support of Education (CASE) as the most outstanding alumni volunteer involvement program in the country. The award and $500 cash prize were presented at the recognition dinner held during the 1980 CASE Annual Assembly this past July in Detroit, Michigan.